

SANTA CLAUS TO ALL!



“BUY IN TORRANCE” And Share Its Prosperity

“I’ll bet you a thousand dollars that you can get as much for your money in Torrance stores and business houses as you can get in any other city,” that’s what the business men of Torrance are saying to the people in this district this Christmas.

And they are backing up their statement with the GOODS—ONE THOUSAND DOLLARS WORTH OF BRAND NEW CHRISTMAS MERCHANDISE, which will be given away ABSOLUTELY FREE at the Torrance Theatre on the five evenings preceding Christmas Day.

Torrance is now a full grown city with modern stores and complete lines of merchandise. No longer is it necessary to shop outside the city to enjoy a wide selection of goods. Torrance stores are prepared this Christmas as never before to satisfy your every need. The older business houses have greater stocks than ever, and in addition there are a great many new firms which add varieties and selections to the man or woman who likes to “shop.”

A comparison of the prices of standard articles recently made by several local shoppers, proved that the prices in Torrance stores are considerably LESS than those charged in Los Angeles, for the SAME IDENTICAL GOODS. Many other articles can be bought at the same prices as elsewhere and you have the advantage of the saving in carfare or gasoline. MANY TORRANCE MERCHANTS HAVE AGREED TO MEET THE PRICE OF ANY LOS ANGELES FIRM ON ALL STANDARD GOODS.

The money you spend in Torrance comes back to you. The money you spend elsewhere is gone forever.

The dollar that you spend at home — stays here and works. Whether it goes into civic improvements, via taxes, better schools, churches, streets—or whether it simply goes into more merchandise for your next needs—it circulates at home.

Remember your neighbor will take better care of you than a stranger. It is to his interest to do so. His future depends on his winning and holding your confidence and friendship—and he’s right here to make good any mistakes.

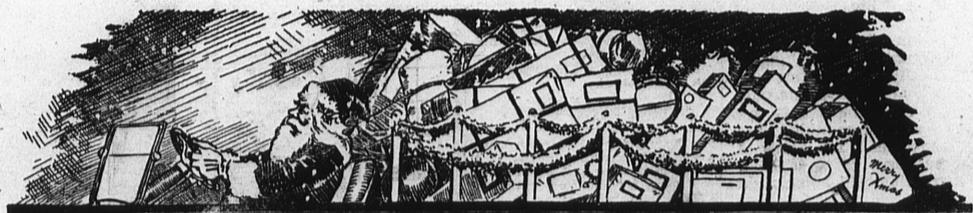
When you help the home merchant, the home industry—they in turn help build up your town—thus increasing the value of your home and bettering the opportunities for you and your children.

Spending money at home is putting a mortgage on it to come back to you—spending it away from home is bidding it good-bye.

Make this a “BUY IN TORRANCE” CHRISTMAS—and share in the \$1000.00 worth of Gifts to be given away by Torrance Firms.

Business Firms Who Will Give You Coupons With Purchases Every Dollar You Spend

Coles Variety Store
Army and Navy Department Store
Ferneroff Cafe
White Garage
Torrance Mutual Building and Loan Assn.
Tom Foley
Hoffman’s Shoe Store
J. Lepkin, Merchant Tailor
Torrance Lanudry Co.
Hendrie Rubber Tire Co.
City Cash Market
Torrance Feed and Fuel Co.
Lewis Ripple, Furniture
Haynes Lumber Co.
Torrance Plumbing Co.
The American Bowling Alley
American Beauty Shoppe
Huddleston’s Furniture Store
Dominguez Land Corporation.
Torrance Auto Electric
Baker Smith, Jeweler
DeBra Radio Co.
Consolidated Lumber Co.
Torrance Herald
Torrance Theatre
Standard Oil Co.
Postoffice Barber Shop



Truckload of Presents

PHOTOGRAPHS
RADIO SET
SET OF DISHES
CARVING SET
LADY’S WRIST WATCH
GENTLEMAN’S WATCH
EVENING GOWN
FLOOR LAMP
AUTOMOBILE TIRES
MEN’S FURNISHINGS
CLOTHING
GROCERIES

TOILET ARTICLES
BANK ACCOUNTS
LAUNDRY WORK
FEED
FURNITURE
LUMBER
THEATRE TICKETS
TURKEYS
HAMS AND SLABS OF BACON
BATH ROBES
AUTOMOBILE ROBES
CANDY AND CIGARS

AUTOMOBILE ACCESSORIES
PLUMBING AND
BATH ROOM FIXTURES
DRY GOODS
MEAL TICKETS
GASOLINE AND OILS
KITCHEN UTENSILS
ROASTERS
JEWELRY
SHOES
BATTERIES
NEWSPAPER SUBSCRIPTIONS

Hundreds and Hundreds of Useful Articles Too Numerous to Mention. The Choicest Merchandise of the Leading Stores of Torrance Is Offered to You in this Great Christmas Offer. It will be a veritable MOUNTAIN OF GIFTS FROM THE BUSINESS MEN OF TORRANCE TO SHOPPERS. Don’t forget to ask for the “Buy in Torrance” Coupons when you make your purchases. One coupon with every dollar’s worth of goods bought.

and Wed., Dec. 19 to 24 at Torrance Theatre